

ESTTA Tracking number: **ESTTA603931**Filing date: **05/13/2014**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**Notice of Opposition**

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Jams Holdings, LLC
Granted to Date of previous extension	05/14/2014
Address	1039 E. 15th Street Plano, TX 75074 UNITED STATES

Attorney information	Molly Buck Richard Richard Law Group 8411 Preston Road Suite 890 Dallas, TX 75225 UNITED STATES molly@richardlawgroup.com Phone: 214-206-4300
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Applicant Information

Application No	86032056	Publication date	01/14/2014
Opposition Filing Date	05/13/2014	Opposition Period Ends	05/14/2014
Applicant	SHEJAMS, LLC 2 Balsam Drive Cumberland, ME 04021 UNITED STATES		

Goods/Services Affected by Opposition

Class 025. First Use: 2010/05/00 First Use In Commerce: 2012/09/30
All goods and services in the class are opposed, namely: Bathing suits; Belts; Fleece pullovers; Fleece tops; Flip flops; Jerseys; Jogging suits; Long-sleeved shirts; Rain wear; Running suits; Short-sleeved shirts; Shorts; Singlets; Sleeved or sleeveless jackets; Sleeveless jerseys; Sports jerseys; Swim caps; T-shirts; Tops; Track suits; Training suits; Triathlon clothing, namely, triathlon tights, triathlon shorts, triathlon singlets, triathlon shirts, triathlon suits; Uniforms

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
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Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	920266	Application Date	09/04/1970
Registration Date	09/14/1971	Foreign Priority Date	NONE

Word Mark	JAMS
Design Mark	
Description of Mark	NONE
Goods/Services	Class 025. First use: First Use: 1964/08/01 First Use In Commerce: 1965/01/12 MEN'S SWIMMING TRUNKS

U.S. Registration No.	1497797	Application Date	06/21/1985
Registration Date	07/26/1988	Foreign Priority Date	NONE
Word Mark	JAMS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1964/08/01 First Use In Commerce: 1965/01/12 MEN'S, WOMEN'S AND CHILDREN'S PANTS, SHIRTS, WALKING SHORTS, SWIMMING TRUNKS, UNDERWEAR, HATS, BELTS AND SCARVES		

U.S. Registration No.	1537352	Application Date	12/07/1987
Registration Date	05/02/1989	Foreign Priority Date	NONE
Word Mark	JAMS		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 014. First use: First Use: 1987/04/00 First Use In Commerce: 1987/04/00 [WATCHES AND COSTUME JEWELRY, NAMELY, BROOCHES] Class 018. First use: First Use: 1986/10/00 First Use In Commerce: 1986/10/00 [SPORTS BAGS, NAMELY, BACK PACKS, HIP PACKS, HANDBAGS, WALLETS, KEY HOLDERS] Class 025. First use: First Use: 1964/08/01 First Use In Commerce: 1965/01/12 WEARING APPAREL, NAMELY, SHIRTS, SHORTS, [SPORTCOATS,] T-SHIRTS, SWEATSHIRTS, SWEATPANTS, JERSEYS, TANK TOPS, CAPS [, SHOES] Class 030. First use: First Use: 1987/01/00 First Use In Commerce: 1987/01/00 [CANDY AND CHEWING GUM]		

Attachments	Notice of opposition - sheJAMs.pdf(44521 bytes)
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Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Molly Buck Richard/
Name	Molly Buck Richard

Date	05/13/2014
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NOTICE OF OPPOSITION

JAMS HOLDINGS, LLC ("Opposer"), having a business and corporate address of 1039 E. 15th Street, Plano, TX 75074, believes it will be damaged by registration of the mark shown in Application Serial No. 86/032,056 for the mark sheJAMs (Stylized) in International Class 25 and hereby opposes same. The grounds for opposition are as follows:

1. Applicant filed an application based on its alleged use of the mark sheJAMs since May of 2010 for “bathing suits; belts; fleece pullovers; fleece tops; flip flops; jerseys; jogging suits; long-sleeved shirts; rain wear; running suits; short-sleeved shirts; shorts; singlets; sleeved or sleeveless jackets; sleeveless jerseys; sports jerseys; swim caps; t-shirts; tops; track suits; training suits; triathlon clothing, namely, triathlon tights, triathlon shorts, triathlon singlets, triathlon shirts, triathlon suits; uniforms” in International Class 25. This Application was assigned Serial No. 86/032,056.

2. Opposer is the owner of the mark JAMS which is registered under U.S. Registration No. 920,266 for “men’s swimming trunks” in International Class 25. This registration issued in 1971 and is incontestable.

3. Opposer is the owner of the mark JAMS which is registered under U.S. Registration No. 1,497,797 for “men's, women's and children's pants, shirts, walking shorts, swimming trunks, underwear,

hats, belts and scarves” in International Class 25. This registration issued in 1988 and is incontestable.

4. Opposer is the owner of the mark JAMS which is registered under U.S. Registration No. 1,537,352 for “wearing apparel, namely, shirts, shorts, t-shirts, sweatshirts, sweatpants, jerseys, tank tops, and caps” in International Class 25. This registration issued in 1989 and is incontestable.

5. Due to the similarity between Opposer’s mark and Applicant’s mark, the similarity in Opposer’s goods and Applicant’s goods, as well as the manner in which those goods have been or would be marketed, there is a likelihood of confusion that would result if Applicant’s mark is allowed to register in International Class 25.

6. If Applicant’s mark is allowed to issue to registration, Opposer will be damaged by the registration.

WHEREFORE, Opposer, Jams Holdings, LLC, respectfully requests that the Notice of Opposition be granted and that Applicant be denied registration of the mark applied for in Application Serial No. 86/032,056 in International Class 25.